

Tennessee Department of Labor and Workforce Development  
Annual Performance Report  
July 1, 2008 – June 30, 2009  
September 2009

**Requirements and Accomplishments for Attachment III, Work  
Deliverables**

**A. Accomplishments**

**Deliverable 1. Core tables.** Requirement: “Implement and maintain the most current version of the WIDb and populate all tables designated as core tables. . . Data must be updated timely in order to be as current as the state’s most recent publications and data releases.”

**Accomplishments:** A list of tables populated and displayed in *The Source* ([www.sourcetn.org](http://www.sourcetn.org)) is attached. With the exception of licensing and short term projections, all required tables have been updated in the Workforce Information Database (WIDb) and in *The Source*. The short term projections data were completed in a timely manner; these data, along with the licensing and 2008 02 wage data, will be updated and displayed in *The Source* shortly. See information below. (The wage data has been posted on the Internet).

Files updated in 2008-2009 are listed in the following table.

<b>Dates activities accomplished PY 2008-2009</b>	<b>Data Tables revised and updated</b>
Monthly 2008-2009	<ul style="list-style-type: none"><li>• Updated Employment Security data for Applicants for employment, Job Openings and Unemployment Insurance (UI) Claimants</li><li>• Updated labor force, employment, and unemployment data</li><li>• Updated CES Data</li></ul>
Quarterly 2008-2009	Employment and wage data submitted by employers (QCEW) updated
Every 6 months	Obtained employer database purchased from InfoUSA, updated WID tables
March 2009	2006 – 2016 Industry and occupation projections data tables updated in <i>The Source</i> .
May 2009	Updated occupational supply/demand analysis grades and placement tables
June 2009	Updated additional data tables, including education program completers ('07-'08).

**Deliverable 1. Licenses** Requirement: Populate the database with the following licensing files: license.dbf and licauth.dbf updated every 2 years and submitted to the National Crosswalk Service Center.

**Accomplishment:** February 2009: Updated occupational licensing data to 2007 and where available, to 2008 were obtained. The License.dbf and Licauth.dbf WIDb tables for *The Source* will be updated and data will be forwarded to the National Crosswalk Service Center. Because the formats of the WIDb license tables as well as the Tennessee agencies' licensing systems were changed, Labor Market Information programming changes are required and processing has been delayed. We expect updated tables to be processed by September 15, 2009.

**Deliverable 2 Statewide short-term occupational projections** Requirement: Produce and disseminate projections for 2008 - 2010.

**Accomplishment:** Completed processing short-term statewide projections for 2008 to 2010, submitted the data for review and received comments in June 2009. These data have not yet been published. WIDb tables will be updated and the data will then be displayed in *The Source*, in a separate document on the department's web site, and in the 3<sup>rd</sup> annual economic report now being reviewed for publication.

**Deliverable 2. Long term industry and occupational projections for 2006 to 2016 for the sub-state areas** Requirement: produce and disseminate.

**Accomplishment:** Long term industry and occupational projections for the 13 Local Workforce Investment Areas were finalized, related WIDb tables were updated, and data were made available on *The Source* as of March 2009.

**Accomplishment: Web and print Dissemination:**

- Data are available on the departmental websites in pdf format for viewing and downloading at <http://www.state.tn.us/labor-wfd/publication.htm> . Individual 2006 – 2016 data tables are downloadable in pdf format for industry growth, occupation growth, and fastest growing jobs, for the state and each LWIA.
- “Hot Jobs to 2016” publications for the state and for the 13 Local Workforce Investment Areas, updated in June 2009, utilize these projections as well as the updated supply-demand comparisons and analyses. The statewide and LWIA Hot Jobs publications are available at <http://www.state.tn.us/labor-wfd/publication.htm> at a listing titled “Industrial and Occupational Outlook 2006 – 2016”. Also at that site, separate 2006 – 2016 data tables are downloadable in pdf format for industry growth, occupation growth, and fastest growing jobs, for the state and all LWIAs.
- The department's Rapid Response unit paid for 35,000 print copies of the statewide Hot Jobs publication. That unit distributes these at the state's career centers, job fairs, and mass layoff presentations. They also contributed 3,000 of the statewide Hot Jobs publications for the Labor Market Information Section's use.

- The Labor Market Information Section expects to print several thousand copies of each LWIA-level publication, primarily for distribution to career centers at their request.

**Deliverable 3. Annual Report.** Requirement: “Publish an annual economic analysis report for the governor and the SWIB.”

**Accomplishments:**

The 71-page report “Investing for Growth in Tennessee’s Workforce to 2016”, Tennessee’s second annual economic analysis report, was published in September 2008. It is available from the home page of *The Source* ([www.sourcetn.org](http://www.sourcetn.org)) and on the department website at <http://www.state.tn.us/labor-wfd/tnworkforce2008.pdf>

The third report, “Annual Workforce Report 2009: Investment in Growth of Tennessee’s Workforce and Local Workforce Investment Areas for the Short- and Long-term, 2009 – 2016” has been drafted and is under review, as of September 8, 2009. When finalized, the report will be published on *The Source* home page.

**Deliverable 4.** Requirement: “Post products, information, and reports on the Internet.”

- a. Data updates developed for the Workforce Information Database (WIDb) are available on the web in the interactive system *The Source* ([www.sourcetn.org](http://www.sourcetn.org)).
- b. The second annual economic report, “Investing for Growth in Tennessee’s Workforce”, was published in September 2008. Distribution included listing on *The Source* website (as “Tennessee’s Workforce – Investing for Growth”) and other Department of Labor and Workforce Development sites. (See number 5, below.)
- c. In February 2009 we published a new 3-color, 2-sided guide to using *The Source* for the 4 most popular types of information searches. The department’s rapid response unit paid for printing 37,000 copies of this “Source Internet Quick Reference Guide”, with 4,000 of these made available for the Labor Market Information Section’s use. Although we have distributed all copies as of August 31, 2009, the guide is available for printing and downloading in pdf format on the home page of *The Source*.
- d. “Hot Jobs to 2016” publications incorporating supply-demand analyses and wages were published in print and are available on the departmental web site <http://www.state.tn.us/labor-wfd/lmi.htm>. (“Future Trends in Occupations and Industries – Hot Jobs”). The department’s rapid response unit paid for 30,000 print copies of the statewide publication which they distribute along with the “Source Internet Quick Reference Guide” at the state’s career centers, job fairs, and mass layoff presentations. They contributed 3,000 of these statewide hot jobs publication for the Labor Market Information Section’s use. Additionally, the LMI section will print several thousand copies of each of the LWIA-level publications, primarily for distribution to career centers at their request.

- e. As they are processed, we upload much of our data updates and analyses to one of our two departmental data and publication websites, <http://www.state.tn.us/labor-wfd/lmi.htm> and <http://www.state.tn.us/labor-wfd/publication.htm>. Available on these sites are: the second annual economic report (listed as “Tennessee’s Workforce: Investing for Growth”); the prior short term employment forecast, “Tennessee Employment Forecast to 2009”; “Wages of Selected Occupations for State and Sub-State Regions” (2008 wages for all MSAs and Balance of State areas); “Growing Green – The Potential for Green Job Growth in Tennessee”; all 16 Career Cluster Guides created in collaboration with the Department of Education; “Industrial and Occupational Outlook 2006 – 2016” (Hot Jobs publications-- Statewide and all LWIAs); and additional tables viewable and downloadable in pdf format for 2006 – 2016 industry growth and occupation growth for the state and all LWIAs. Web sessions and hits on these sites for 2008-2009 are attached using the format of the Level of Demand report submitted annually to the Workforce Information Council.

**Deliverable 5.** Requirement: “Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders.”

Workforce Investment Boards:

- Copies of the 16 Tennessee Career Guides published collaboratively with the Department of Education were distributed at the September state Workforce Investment Board meeting.
- LMI staff attended the December 4 meeting of the state board’s Strategic Planning Committee, providing information on the substance of the upcoming Green Jobs publication and conferring on local boards’ information needs for their annual plans.
- A presentation “Tennessee Workforce Challenges and Opportunities (including information from the Annual Workforce and Growing Green reports)” was made to the state Workforce Investment Board on March 13, 2009.
- LMI email alerts regarding data updates, publications, new functions of *The Source*, etc., are routinely sent to WIA board chairs and administrators. We continue to provide information and assistance to customers in all areas on request.
- Additionally, ongoing relationships with a wide variety of data customers including local workforce boards are maintained by the Research and Statistics section’s nine research analysts located across the state.

Key talent development partners:

- We consult on a continuing basis with the Career and Technical Education section of the Tennessee Department of Education. We provided the initial supply-demand analyses for incorporation into their department’s 16 education cluster booklets. We

will provide updated supply-demand analyses, with demand based on the 2006 – 2016 projections, for their upcoming revision of these booklets.

- We also work collaboratively with the Career and Technical Education section of the Department of Education at their request annually in reviewing grant applications they receive for Carl Perkins Act funds. In April 2009 we helped analyze the appropriateness of the occupations these grants were proposing to train for. Our review focuses on the degree to which occupations proposed for funding are those in demand and could be termed high skill and high wage.
- We provide occupational supply and demand information to the Tennessee Higher Education Commission for those occupations requiring a college degree.

**Deliverable 6.** Conduct special studies and economic analysis when needed.

- The Labor Market Information section published an economic analysis of the potential for “green” employment due to Tennessee’s commitment to increasing investments in energy efficiency and renewable energy enterprises. The 100 page report, “Growing Green: The Potential for Green Job Growth in Tennessee” was made available from the home page of The Source ([www.sourcetn.org](http://www.sourcetn.org)) as of January 2009. A small number of print copies were made available on request.
- We continue to participate in the monthly telephone calls of the multistate green jobs forum. This collaboration helps provide the stimulus and expertise undergirding our publications, including the “Growing Green” report, and potential research into the effects of a greening economy on Tennessee industries, occupations, and training needs.

**Total expenditures for this grant July 1, 2008, to June 30, 2009, were: \$476,551.**

## **B. Customer Consultations.**

Methods for consulting with customers and responding to their needs

- In a form of continuous improvement, Research and Statistics section research analysts across the state devise and employ new data delivery methods as new customer needs emerge.
- *The Source* at ([www.sourcetn.org](http://www.sourcetn.org)) has a customer survey instrument to provide us feedback on customers’ usage.
- Our computerized customer service information system allows us to closely track the products and services we provide customers. Usage data from this system indicates the demand for products and services. Data from this system are provided in the

attachment formatted for the Level of Demand report we submit annually to the Workforce Information Council.

- We contact our internal and external customers through email periodically to apprise them of updates to the data we provide on the Internet. By keeping this avenue of communication open, we receive feedback on the usefulness of our data and products and requests for specialized products these customers need. This is especially true for customers' needs to access data on *The Source*. Our newest flyer, on the home page of *The Source*, ("*The Source: How to do a Quick Search for Jobs, Training and More*") was developed in response to customer needs. Data on customer email contact and publication and distribution information for this one-sheet publication are provided in the attached Level of Demand report worksheet.
- To help implement and review the department's unemployment insurance claimant profiling module, the labor market information unit met and consulted with managers and supervisors in 3 other sections of our department: unemployment insurance; reemployment services; and information technology.
- In response to multiple requests from media, local workforce investment boards, and other agencies, we developed programming to provide data files that detail the occupations and industries of unemployment insurance claimants.

### **C. Recommendations for Improvements**

Three of the most urgent needs for improvement we have identified are addressed in the proposal we have submitted for funding through a Labor Market Information Improvement Grant. They are :

1. The need for statewide and LWIA green jobs reports. We consistently receive requests for this information and need to develop targeted data to meet this need.
2. With Tennessee being in various stages of development for 6 major federal and privately funded investments in green industry sectors, there is an urgent need to determine the economic impact that can be projected and later, measured, due to employment to be generated by these investments.
3. Due to the unemployment climate Tennessee is experiencing and state government must respond to, it is important for this department to expand its internet-based labor exchange functions for both employers and job seekers.

### **Data Tables Populated by Tennessee**

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analysis	This table contains one record for each cluster or unit of analysis. The purpose of the table is to allow the ALMIS Database Administrator to enter text that analyzes the Supply/Demand situation for a state or area, and to display relevant information about placement rates for programs.
blding	Table of building permits awarded per area and time period.
cenlabor	One record for each Census occupation with the count of females or males in the labor force in the occupation.
ces	Employment estimates as reported by the Current Employment Survey.
commute	Commuting patterns. Each record of this table contains a geographic area of a worker's residence ('stfips', 'areatype', 'area') and the geographic area of a worker's place of work ('wkstfips', 'wkareaty', 'wkarea') and the number of workers that fall into this commuting pattern.
develop	Table of industrial development.
empdb	This table contains employer data obtained through the Employer Database Consortium. The use of the data in this format is subject to the state's terms and agreements reached in the contract signed with the ALMIS Employer Database supplier.
esapplic	Employment Service applicant characteristics.
esdata	Employment Service data.
income	This table contains income data.
indprj	This table contains employment projections for each of the identified industries and areas.
industry	This table contains covered employment by industry collected for the QCEW report. (This table includes historical data so that reports reflecting change can be produced.)
iomatrix	This table contains the industry-occupation employment matrix.
labforce	Employment and unemployment estimates are reported from Local Area Unemployment Statistics.
licauth	Table of licensing authorities for the state.
license	This table contains one record for each individual license authorized by the state.
lichist	Table containing the number of licenses awarded for a selected occupation.
occprj	This table contains occupational employment projections for each of the defined areas.
oeswage	This table contains one record for each OES occupation.
populatn	This table contains population estimates for a geographic area and time period.
progcomp	This table contains information about program completers.
programs	This table contains information about programs that are offered by education and training providers.

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propval	Property Values. This table contains property value data for an entire geographic area for a specified time period and taxtype.
sales	Revenue from retail sales.
schools	This table contains one record for every training provider in the state. Each training provider will be identified by a code. The training provider will be coded by type - field 'insttype'.
stindprj	This table contains short term employment projections for each of the identified industries and areas.
stoccprj	This table contains short term occupational employment projections for each of the defined areas.
supply	Completer data for all occupational training providers in the state.
tax	Revenues from taxes
uiclaims	This table contains the numbers of Unemployment Insurance Claims for the selected area.

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## **Labor Market Information Level of Demand**

Each table requests quantitative information on the level of your activity:

Table 1 requests web metrics on use of your web site(s).

Table 2 requests product volume and format for publications and other products

Table 3 and Table 4 request volume information on training and other activities

Thank you in advance for your response!

Level of Demand for Labor Market Information Products and Services July 1, 2008 - June 30, 2009	
Very High	1
High	2
Medium	3
Low	4
Very Low	5

### Table 1. Web Site Usage

**Instructions:** Please report information for (1) web sites that are primarily for delivery of labor market and career information (please list specific industry & occupational projections web sites separately), and (2) web sites that provide LMI or career information but are primarily for other purposes such as labor exchange services. Report Internet access to specific products or publications on Table 2.

For Web Metrics responses, enter your count (numeric only). If you do not have the metrics requested, please provide information you do have and describe it in the comment section, and any issues or barriers affecting your ability to produce Web metrics for your sites. If you do not have exact information readily available, please provide your best estimate.

**State: Tennessee**

Web Site Name	URL	Primary purpose of this web site (select "yes" for one primary purpose)					July 1, 2008 - June 30, 2009 Web Metrics
		Delivery of LMI and Career Information		Other Primary Purpose			
		LMI delivery system	Career information delivery system	Agency home page	Labor exchange	Other purpose (please describe)	Number of visitor sessions
The Source	<a href="http://www.sourcetn.org">www.sourcetn.org</a>	yes				See comment below	462,090
Labor Market Information publications	<a href="http://www.state.tn.us/labor-wfd/lmi.htm">http://www.state.tn.us/labor-wfd/lmi.htm</a>	yes				For web metrics, see note below.	65,106
Department of Labor and Workforce Development publications including additional LMI publications	<a href="http://www.state.tn.us/labor-wfd/publication.htm">http://www.state.tn.us/labor-wfd/publication.htm</a>	yes				For web metrics, see note below.	10,088
						</	

Comments: (1) Data for visitor sessions for *The Source* were not available for July and August '08 but were extrapolated from sessions reported Sept - Dec. 08. The total is believed to accurately represent usage for the full 12 months (2) Numbers for the Labor Market Information and Labor Market publications Web sites are total numbers of HITS over 12 months. Numbers of visitor sessions are not available. Also, in addition to the numerous LMI publications and data tables at these 2 web addresses, there are a number of data tables and publications produced by other sections and divisions of the department. It is not possible to isolate hits for only LMI publications and data tables.

**Level of Demand for Labor Market Information Products and Services, July 1, 2008 - June 30, 2009**

**Table 2. Publications and Products**

**Instructions:** Please complete this page for specific publications and other products such as posters, brochures, data sets, etc. Report information for overall web sites on Table 1. For Product Format and Volume responses, enter your count (numeric only). If you do not have exact information readily available, please provide your best estimate. Please add lines to the worksheet if you need more space.

**State: TENNESSEE**

Publication or Product Name	July 1, 2008 - June 30, 2009 Product Format and Volume		
	Print	Electronic	
	Number of printed copies distributed		
Hot Jobs 2004 - 2014 -- Statewide	2,376		
Hot Jobs 2004 - 2014 -- LWIAs	8,704		
<b>Hot Jobs 2006 - 2016 -- Statewide</b>	<b>33,480</b>		
Career Tips Cards	4,054		
Career Cluster Guides 2008 - 2009 (Sets of 16 clusters)	200		
<b>Career Cluster Guides 2008 - 2009 (Individual cluster reports)</b>	<b>63</b>		
Source Flyer - Site map	301		
Source Flyer- Step by Step	1,151		
<b>Source Flyer--Source Internet Quick Reference (30,000 to TDLWD Rapid Response Unit)</b>	<b>37,000</b>		
<b>Tennessee Workforce--Investing for Growth</b>			
<b>Hot Jobs to 2016 publications (statewide and all 13 LWIAs)</b>			
<b>Growing Green--The Potential for Green Job Growth in Tennessee</b>			
<b>2008 Wages of Selected Occupations for State and Substate Areas</b>			
<b>Tables in pdf format: 2006 -2016 Statewide, all LWIAs (1) industry growth, (2) occupation growth, (3) fastest growing occupations</b>			
Total =	87,329		

**Information in this table refers to products published/distributed by the Workforce Information grant staff only.** 1. The 2004 - 2014 versions of the Jobs Forecast News were no longer distributed when the 2006 - 2016 version became available. 2. Career Tips Cards are no longer available but the Source Internet Quick Reference flyer serves the same purpose. 3. **Electronic:** In addition to print distribution, **publications, data, and analyses listed in bold above are available on at least one of 3 departmental web sites. Web addresses and the available web metrics are displayed in Table 1. The number of hits on individual electronic products is not known.**

**Level of Demand for Labor Market Information Products and Services, July 1, 2008 - June 30, 2009**

**Table 3. Customer Presentations and Training Activities**

**Instructions:** Complete this page for presentations made and customer training activities conducted. *Do not include training for LMI staff.* Mark responses for Target Groups by entering a "yes."  
 (NOTE: We are not requesting breakouts of the number of audience members or training participants for each target group. If you do not have exact information readily available, please provide your best estimate.)

"Customer presentations" include activities that are primarily for the purpose of presenting information to an audience, and may include question and answer sessions.

"Customer training" includes activities that are primarily for the purpose of developing the capacity of the participants to access and use information, and is conducted in a structured format such as a workshop.

**State: Tennessee**

Name of Customer Presentation or Training Activity	Target Groups (select "yes" for all the applicable target groups)							Level of activity	
	Job Seekers, Job Counselors	Businesses, Business Service Repre- sentatives	Researchers, Economists, Economic Developers	State and local Workforce Board Members and staff	Other WIA Administrators, Planners, Policy Makers	Students, Teachers, School counselors	Other target group (please identify)	Number of presentations or training sessions	Number of audience members or training participants
Presentation on TN 16 Career Clusters to TN Energy, Industry, Chatt Construction consortium July 9 08	yes	yes			yes	yes		1	40
Presentation "Use of The Source (www.sourcetn.org) for economic development" to Economic Development Council July 24 08		yes	yes	yes	yes			1	45
Presentation "Use of The Source (www.sourcetn.org) for economic development" Workforce Employer Committee Oct 14 08		yes						1	7
Presentation on older workers to Amer Society for Public Administration Dec 12 08	yes	yes	yes				government budget personnel	1	40
Presentation: Tennessee Workforce Challenges and Opportunities to Workforce Investment Board March 13 09				yes				1	50
Panel presenter on resources at statewide "Green Jobs and Higher Education" Conference Apr 2 09			yes	yes		yes	primarily post secondary educators	1	60
Presentation: "Green Jobs Initiative in Tennessee" at a one stop career center May 7 09	yes							1	29
Total =								7	271

**Presentations documented in this table represent activities of Workforce Information grant staff only.** Due to budget and travel restrictions, we have not been able to conduct some of the many outreach activities we conducted in prior years.

Level of Demand for Labor Market Information Products and Services, July 1, 2008 - June 30, 2009		
<b>Table 4. Other Activities</b>		
<b>Instructions:</b> Complete this page for products or services not included on Tables 1-3. For Level of Activity responses, enter your count related to the activity (numeric only). If you do not have exact information readily available, please provide your best estimate.		
<b>State: Tennessee</b>		
<b>Name of Activity</b>	<b>July 1, 2008 -June 30, 2009 Level of Activity</b>	
<b>Requests received, e-mail alerts</b>	<b>Number of requests or alerts</b>	<b>Number of Recipients</b>
Email alerts regarding data updates, new LMI products available	4	1,717
LMI Requests received by phone, e-mail, fax, in-person	179	179
<b>Events</b>	<b>Number of events</b>	<b>Number of Participants</b>
Forum, member of Poverty Workforce subcommittee, N'ville Poverty Reduction Initiative Oct 31 08	1	200
Consultation to State WIB Planning committee on info needed for planning Dec 4 08	1	15
Participated in 5 meetings Dec 08 - Mar 2009, of the Workforce Development Committee (approx 30 members) of the Nashville Poverty Reduction Initiative.	5	30
Reviewed 14 Perkins grant applications for Dept. of Education --evaluated occupations proposed for training, April, 2009		
Continuous consultation to the Career and Technical Education division of the Department of Education on the supply/demand analysis of their 16 career clusters.		
Consulted on UI Profiling Module in this department		
<b>Total events and participants</b>	<b>7</b>	<b>245</b>
<b>Press and Media Events</b>	<b>Number of press releases and events</b>	<b>Number of articles resulting</b>
Press releases issued: January re: publication of the "Growing Green" Report	1	21
<b>Activities documented in this table are those of the Workforce Information grant staff only.</b> Due to budget and travel restrictions, we have not been able to conduct some of the many outreach activities we conducted in prior years. RE: ESTIMATED SIZE OF AUDIENCE REACHED THROUGH PRESS RELEASES. We are reporting the number of articles written: we do not have circulation numbers for these articles at this time.		